



Georges S. Bou Akar

Place of birth: Byblos, Lebanon

Date of birth: 24th of July 1976

Marital Status: Married

Number of Children: Two girls (15 & 10 years old) and one boy (8 years old) Nationality: Lebanese

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OBJECTIVE

A CHALLENGING POSITION, UTILIZING ABILITIES DEVELOPED THROUGH MY EXPERIENCES AND EDUCATION WITH THE OPPORTUNITY GROWTH, BASED ON PERFORMANCE.

MEMBERSHIP

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- Member of Lebanese American University Alumni Association

PROFESSIONAL EXPERIENCE

The Ritz-Carlton, Doha

From August 2019 until today: **Director of Sales and Marketing**

□ Key Achievements:

1. Grew RevPAR index by 8% and achieved the highest RGI by end of 2020.
 2. Grew sports group business by 20% and achieved the highest market share from this segment.
 3. Grew government group business by 17% and arranged major government events in our premises.
 4. Grew leisure business by 20% through staycation packages initiated for the local market
 5. Grew outside catering business by 25% and arranged special events and gatherings outside the hotel.
 6. Increased our digital share by 10% over last year by following aggressive digital marketing strategy.
 7. Increased spa membership by 5% over last year by promoting constantly our spa features and benefits.
- Positioning The Ritz- Carlton Doha as the best luxury hotel in the city through marketing and public relation initiatives
 - Leading the sales, catering, marketing and revenue strategies and initiate action plans to meet the company goals and targets.

- Promoting the hotel F&B outlets and Spa as the ultimate food and entertainment destination in the city of Doha.
- Working closely with advertising and public relations agencies to promote our hotel and venues on local and international platforms.

Jumeirah Messilah Beach Hotel and Spa Kuwait

From February 2018 until July 2019: **Director of Sales and Marketing**

- Member of the Executive planning committee and leading sales and marketing team consisted of 3 Directors and 15 sales managers / executives toward company goal.
- Responsible for leading and developing the hotel marketing strategy and make sure that company targets are met.
- Ensure that sales, catering activities and bookings are focused to yield maximum revenue per room occupied.
- Work closely with PR agency to protect and enhance the hotel reputation by developing Public Relation strategy and maintaining good connections with media/influencers.
- Develop the advertising and business promotion budget in conjunction with the annual marketing plan aiming to drive top and bottom line revenues and hit business targets
- Key achievements: 1. successfully growing 2018 RGI YOY 4% by following an aggressive selling strategy through different business segments 2. Achieving an increase of KD 60K YOY in catering and events business by attracting lots of graduation events, and high end wedding business. 3. Achieving an increase in Spa revenue by KD 75K YOY by promoting our spa packages for internal / external clients and positioning the Spa as the best in class in the city of Kuwait.

Four Seasons Hotel Beirut

From January 2016 until January 2018: **Director of Sales and Marketing**

- Manage a team of 16 sales and marketing Directors, Managers and Executives in a highly competitive business environment.
- Plan, implement, monitor and evaluate all marketing activities including sales, catering, reservations, advertising, and public relations for the hotel.
- Position the Four Seasons Hotel as the premier deluxe hotel in the city.
- Ensure that sales, catering activities and bookings are focused to yield maximum revenue per room occupied.
- Attend major trade shows ITB, ATM, ILTM and Four Seasons road shows in Europe and Middle East countries aiming to develop business relationship with our key preferred FIT and Mice partners.
- Develop the advertising and business promotion budget in conjunction with the annual marketing plan aiming to drive top and bottom line revenues and hit business targets
- Key achievements: 1. Successfully growing 2017 RGI YOY 20% by following an aggressive selling strategy through different business segments 2. Successfully achieving 25% increase in total room revenue 2017/2016 which leads to an increase of 5% in room profit per room. 3. Growing social events by US\$ 200K YOY 2017/2016 by conducting wedding testimonial campaign on social media. 4. Achieving an increase in suite revenue by US\$ 250K YOY 2017/2016 by launching suites promotional campaign during low season period.

Four Seasons Hotel Riyadh

From August 2014 until December 2016: **Director of Sales**

- Assist to foster close long-term relationship with key corporate, leisure, group accounts and to qualify accounts by decision maker, influencer, booker, channel and guest.
- Complete quarterly reviews with assigned sales team of all VIP, corporate, government and transient accounts in Saudi Arabia and the Middle East region to ensure they are in-line with objectives.
- Identify relevant marketing opportunities and partnership potential with key corporate companies in Saudi Arabia in particular and the Middle East region in general.
- Successfully manage my direct reports and the worldwide network of internal customers in order to hit targets.
- Take responsibility for preparing and overseeing individual sales personnel action plans that effectively deliver the assigned hotel revenue goals.
- Key Achievements: 1. Successfully growing the group business by 15% 2016/2015 through telesales and email blast campaign to key accounts. 2. Acquiring high potential consultancy accounts that generate total room revenue of US\$ 1.2 Million in 2016. 3. Increase negotiated corporate segment by 20% 2016/2015

Four Seasons Hotels Thailand (Bangkok, Koh Samui, Chiang Mai and Chiang Rai)

From January 4, 2011 until July 2014: **Director of Sales, Middle East**

- Responsible for the business development from the Middle East market to Four Seasons luxury collection in Thailand including multinational corporate accounts, Arab embassies, local, overseas travel agencies, top VIP clients in Saudi Arabia, UAE, Qatar, Bahrain, Kuwait, Egypt, and Lebanon.
- Coordinate directly with Worldwide Sales office in Dubai & Riyadh for joint promotions and marketing activities.
- Analyze the Middle East market changes and comes up with promotional initiatives to meet these changes and help in the business development process.
- Recommends marketing activities and direct mail campaign to reach specific key markets in Saudi Arabia, UAE, Qatar, Bahrain, Kuwait, Egypt and Lebanon.
- Key Achievements: 1. Increase the business development from the Middle East region by 20% and position the Middle East market among the top five market sources to our properties in Thailand.

Mandarin Oriental Kuala Lumpur

From April 15, 2008 until December 31, 2010: **Director of Sales, Middle East**

- Establish and implement rates strategies and tactics for key market sources like Saudi Arabia and UAE during specific period of time.
- Planning and conducting regular sales trips to the Middle East in general and specifically to Saudi Arabia, UAE, Qatar, Bahrain, Kuwait, Lebanon and Egypt as well as attending major trade shows and corporate road shows
- Planning and conducting familiarization trips for media and key outbound agents in the Middle East region mainly from Saudi Arabia, UAE, Qatar, Bahrain, Kuwait, Lebanon and Egypt aiming to broaden our marketing exposure into these particular markets.

MOEVENPICK HOTEL & RESORT BEIRUT

From May 2007 until March 2008 : **Senior Sales Manager**

From February 2005 until April 2007 : **Sales Manager**

- Handling the local travel trade segment (Travel agencies and airlines) and GCC/ Levant markets (Kingdom of Saudi Arabia, Kuwait, Qatar, Bahrain, Cyprus and Jordan) by conducting full market coverage for travel/corporate accounts.
- Attending the Moevenpick Hotels and Resorts Road Shows and trade shows in the region.
- Planning and executing sales trips to GCC / Levant markets as per pre set traveling schedule.

- Identifying and targeting multinational corporate accounts, key GCC based travel agencies and be included in their seasonality brochure.
- Planning and arranging familiarization trips with key airlines within account portfolio in the GCC market in order to broaden our marketing exposure.
- Introducing promotional initiatives in order to stimulate demands from key market source and achieving budgeted room revenue.
- Identifying the top leisure accounts and setting projected revenue achieved during fiscal year for the sales department.

ROTANA, HOTELS, SUITES & RESORTS

January 2004 till February 2005: **Sales Manager – Area sales Office (Gefinor & Hazmieh Rotana Hotels)**

- Handling multinational corporate accounts related to media, Advertising, computer, Banking & finance segments by generating new leads and retaining key accounts.

INTERCONTINENTAL PHOENICIA BEIRUT (Opening Team)

August 2002 till January 2004: **Senior Sales Executive**

- Handling Conferences, Groups & Banquets Sales for the Middle East market leads
- Delegation Manager during Arab league Summit

May 2002 till July 2002: **Revenue & Yield Executive**

- Coordinating with the credit department for the approval of credit letters and process accordingly with the billing instruction.
- Handling reservation according to the hotel preset yielding procedure from local corporate, travel trade & groups.

May 2000 till April 2002: **Front Office Agent**

- Conducting daily front Office tasks according to Intercontinental hotels standard.
- Handling the Cashiering activities
- Organizing the work place
- Handling guest complains
- Responsible for night audit shift and closing procedure.

QUALIFICATIONS

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- ☐ Lebanese American University LAU (USA – New York Base): Bachelor of Science in Business Studies– Hospitality Management
 - ☐ Certificate in managing performance and development training
 - ☐ Certificate in Arts and Science of Marketing
 - ☐ Certificate in professional selling skills
 - ☐ Certificate in negotiating successful agreement
 - ☐ Certificate in presentation skills
 - ☐ Certificate in orientation to strategic selling
 - ☐ Certificate in service leadership
 - ☐ Good knowledge of opera, Delphi , word, excel , ideas

- Arabic, French & English: Written, spoken & read fluently

ACTIVITIES

- Reading books, magazines and newspapers
- Jogging and exercising fitness activities

REFERENCES

- Upon request